

WBTV, CHARLOTTE, NORTH CAROLINA

CLASSES OF TIME SALES

The Station's classes of time are:

Non-Preemptible - Spots scheduled to air at the Station's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots may not be preempted in favor of any other advertisement and will air as scheduled, excluding special unforeseen circumstances. Because the Station has a limited number of commercial avails, even "non-preemptible" time may be sold out. In this case, the Station will endeavor to locate a comparable area for placement of a candidate's time. If a spot in this class of time is preempted, the Station will endeavor to provide the advertiser with a make-good, as provided below.

Immediately Preemptible with Notice 1 - Spots scheduled to air at the Station's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots **may** be preempted in favor of other advertisements in a higher class of time upon 3 days (72 hours) notice to the advertiser. If a spot in this class of time is preempted, the Station will endeavor to provide the advertiser with a make-good, as provided below. These spots must be purchased *more than* 72 hours before they are to air.

Immediately Preemptible with No Notice - Spots scheduled to air at the Station's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots **may** be preempted in favor of other advertisements in a higher class of time with no guarantee of advance notice to the advertiser. If a spot in this class of time is preempted, the Station will endeavor to provide the advertiser with a make-good, as provided below.

Run of Schedule (ROS) - A form of immediately preemptible time in which the Station has wide discretion to schedule announcements when and as time is available. The Station will air as many ordered ROS spots as possible within the flight dates specified by the advertiser. If any ordered spots are not aired within the flight dates, the advertiser will receive a credit; no make-goods will be offered for preempted spots in this class of time. Make-goods are not available for spots purchased in this class of time. Candidates who are interested in ROS scheduling should contact the Station for an explanation of available time periods and rates.

Direct Response - Rates are available on request. Direct Response advertisements are scheduled to air at the Station's discretion within wide rotations as negotiated with the advertiser. Make-goods are not available for spots purchased in this class of time.